

# **Request for Proposals: Website Design**

## **Background, Purpose and Desired Outcome**

The Skills for the Green Sector Repository project aims to assist skilled immigrants to understand the diverse and growing opportunities the green sector provides for bridging and integration with the traditional and distinctive skills and experiences. The Repository will also serve as an effective learning and sharing podium to build the capacity of the environmental businesses and organizations connect with skilled talent pool of newcomers in order to help the sector meet its growing demand for highly skilled professionals.

## **BACKGROUND TO THE GREEN SKILLS PROJECT**

The Green Skills Project commenced on April 4, 2011 as a first step to understand the skills and competencies that the sector needs presently and in the future – and to locate the skills and competencies that are presently available within the target population of clients wanting to connect with the sector, as well as those who intend to find out more about the sector.

The project is currently being funded by Citizenship and Immigration Canada.

At every step of the process the project findings and resources are being vetted through the Sector stakeholders as well as Project ambassadors who are all closely connected in defining the entire project process.

## **Summary**

Community Environment Alliance is accepting proposals from individuals and firms to design the Green Skills web site. This will be a concept to completion, closely facilitating the Web Development process. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

## **1. PURPOSE OF THE RFP**

The Green Skills Project is seeking submissions from Web Designers, and Design firms for designing the website.

The purpose of this RFP is to design the Green skills website to include the functionalities of Web accessibility, Friendliness of use, Marketability, Presentation of Content and Visual appeal.

The web site is to not only represent the Green Sector but the organization and its mandates clearly maintaining all functionalities of Web accessibility, Friendliness of use, Marketability, Presentation of Content and Visual appeal. An opportunity exists to facilitate the Web Development process with latest web functionality through unique, creative styles of Design. One of the main goals of this project will be to create an interactive online portal to assist Newcomers to Canada navigate, understand and relate with the Green sector. Ideas should range from creating home/profile pages, subpages, blog rolls and an online repository of resources. Upon completion of the site, CEA will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of CEA.

The successful candidate will be expected to work closely with the Project Team comprising of the Web Developer, Project Coordinator, Project Head and members of the Green Sector including Project Ambassadors/Clients and Sector representatives to build, design and test the website.

## **2. DESCRIPTION**

The proposed Skills in Demand e-Repository project is aimed to assist skilled immigrants develop an understanding of the Canadian Environment Sector, its labour market trends, and the diverse growing opportunities the sector provides for bridging and integration of the traditional and distinctive skills and experience.

The e-Repository is also envisioned to serve as an effective learning and sharing podium to build the capacity of environmental businesses to 'connect' with the skilled talent pool of newcomers in order to help the sector meet its growing demand for highly skilled professionals.

The Repository will also be shared with the settlement agencies – especially those providing Enhanced language Training (ELT) programs serving Internationally Trained Professionals – so they can refer their clients effectively for gaining much needed Internship and Co-op opportunities within the sector that eventually can lead the participants to integrate with the sector meaningfully and for long term.

The purpose is to create a highly flexible, extremely interactive, deeply engaging and very informative web site that is easy to maintain. We expect to have a friendly site that can deliver large amounts of constantly changing information to our key audiences. In addition to having a user-friendly site with an intuitive interface, we anticipate having a web-based, database-driven administration tool that allows key CEA personnel to easily update content without directly accessing source codes. In order to fulfill all these requirements, the Web Designer is expected to facilitate the entire team and the process of Web Development adequately. CEA will maintain ultimate editorial control of the content of the Website.

The website should be targeted to Newcomers in the field and Newcomers to Canada on one hand as well Sector professionals and Employers on the other. Additional users will include: Individuals, Employers, Community and Settlement Agencies, Academia, All 3 tiers of the Government, Consultants and Funders.

The website must be easy to maintain – both in terms of human effort and cost, and should integrate the functionality of Adult learning and Social media tools.

### **3. OBJECTIVE**

Key attributes that we are looking for in this position:

- Extreme Creativity
- Thinking out of the Box and out of the Ordinary
- Viewing things in all objectivity
- Sensitivity to Newcomer and Employer needs
- Keen Eye for Detail
- Always making things happen
- Meeting deadlines
- Team oriented approach

Key attributes of the Website:

- Highly Accessible
- Rich in Information
- Easy to Understand
- Easy to Relate
- Easy to navigate
- Convenient to Use
- Visually appealing
- Visually stimulating
- Sparking emotion
- Building rapport

The primary objective of the Website is to

- 1) Provide skilled immigrants to Canada with useful and relevant information on Canadian Environment sector and its labour market trends and highlight the skills that are in demand in the sector
- 2) Enable skilled and trained newcomers develop personalized Environmental Employment Pathway Plans.
- 3) Provide Sector Partnering Organizations such as Employers, Community and Settlement Agencies, Academia, the Government, Consultants and Funders knowledge and information about Environment Internship opportunities
- 4) Share success stories

#### **4. TIMELINE**

Proposals are due no later than 5:00pm EST, Thursday, Aug 25, 2011.

Proposals will be evaluated immediately thereafter. Interviews will be held the week of Aug 30, 2011 to Sept 03, 2011.

Deadline for completion of the project is February 15, 2012

#### **5. BUDGET**

Please provide a cost proposal to accomplish the scope outlined below. The budget must encompass all design, production, and software to be used for maintenance of the web site.

##### **Phase 1 (Design)**

- Intro page
- Master template
- Complete widget library (buttons, tooltips, drop down menus, navigation taps, data input, etc.)

##### **Phase 2(Development)**

- Developing home page
- Take the content and distribute it throughout the site, in appropriate areas

##### **Phase 3(Testing and Delivery)**

Test things such as the complete functionality of forms or other scripts, as well testing for last minute compatibility issues (viewing differences between different web browsers), ensuring that the web site is optimized to be viewed properly in the most recent browser versions.

#### **6. PROJECT SPECIFICATIONS**

CEA will create/provide the Web Designer the Web Structure and Web Development resources such as site map and provide with the most necessary original and/or stock photography.

##### **DISCOVERY TASKS**

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, and budgetary constraints, resulting in a creative brief.

##### **DESIGN TASKS**

Confirm Web site information, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

## **7. TESTING**

Testing and Verifying Design of the site along with the Development Tools on all applicable platforms to ensure web site works as promised. Explain verification and testing plan to focus groups with CEA, Sector personnel, employers, clients and funders etc.

## **8. TRACKING**

Ability to produce user defined on-site log reports to better understand and measure web visitor behavior and improve web site interactivity and performance through studying

- Navigation analysis
- Visitor attitudes
- Views of pages
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: message and methods

## **9. AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES**

There are existing social technologies that will need to be connected to the new site:

- Twitter
- LinkedIn
- Flickr
- Any other not mentioned here

## **10. STAFF RESOURCES**

There are 4 Core members of the team comprising of the Web Designer, Web Developer, Project Coordinator and Project Head.

The other members may include Volunteers from the Sector, Clients/ Project Ambassadors, Co-op students, Volunteer-Co-ops.

## **11. QUALIFICATIONS**

List the three web sites you or your firm has produced that best reflect your work and relevancy to this project.

Briefly list the role you or your firm played in each project. The URL should be submitted.

Sites that are both live and are yet to be live will qualify for evaluation.

Describe your experience in producing sites either for non-profit and/ community-focused projects or for profit. What challenges did you face?

Provide reference information for three former or current clients

Briefly describe your resources such as time and capacity to produce our web site

Provide your individual or firms profile, length of time in business and core competencies

Please discuss your verification and testing plan for design and deployment

Time frame for completion

The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion broken down into the proposed Phase I, II and III is needed.

## **12. TERMS AND CONDITIONS**

The following criteria will form the basis upon which CEA will evaluate proposals. The mandatory criteria must be met and include:

A copy of your proposal must be received no later than 5:00pm EST, Thursday, Aug 25, 2011. Your proposal must include a price as described above. All costs associated with the delivery of the project should be presented as a flat rate, fee for service (fee for project) format.

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP
- Expertise in recommending and communicating appropriate aesthetic and technical solutions as Evidenced by the proposal and references
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly design that Engage communities and viewers
- Candidate Experience – Candidate has successfully completed similar projects and has the Qualifications necessary to undertake this project
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer.

- Depth and Breadth of Knowledge and Resources – The candidate has appropriate Understanding and Resources to develop the site in the proposed time frame needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.

### **13. APPLICATION GUIDELINES**

Please use the following as a guideline to format your proposal:

#### **LENGTH AND SIZE**

Please use fonts no smaller than 10 point.

Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 5 pages (single side)

#### **TITLE PAGE**

Your name or your Firm name, address, web site address, telephone number, fax number, e-mail address, contact names and addresses of other contacts if applicable, within your firm.

#### **COVER LETTER**

Not more than 3 paragraphs

#### **PROPOSAL**

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe (2 pages)

#### **QUALIFICATIONS**

Provide the information requested of individuals in your team(1/2 page)

#### **BUDGET AND FEES**

List budgets as requested above. Identify anticipated and estimated additional fees for the project

#### **ATTACHMENTS**

- References and Contacts (Follow the requirement as mentioned before)

**Please send an Electronic copy of your Proposal to the following E-mail address:  
greenskills@communityenvironment.org**